

IMPRESS!

ON

The Air Force Medical Service Customer Service Basics

I- IMPROVE job knowledge and performance on a continual basis

M- MENTOR - Be a positive role model

P- PRIDE - Take pride in yourself and work area

R- RESPECT - Cheerfully acknowledge each customer upon arrival and treat them with respect, honesty, and compassion

E- ESCORT, rather than point, when someone needs help finding the way

S- SPEAK with a smile and always address people by their name/title

S- SERVICE - Do everything possible to provide hassle-free, one-stop service

I- INITIATIVE - Be friendly to customers at all times and help when you see someone is confused or upset

O- OWN - Own a customer's concern that is shared with you until resolution, then follow-up to ensure customer satisfaction

N- NEEDS - Try to understand your customers' needs and exceed their expectations



**"Cutting Red Tape...
for Cutting Edge Service"**

Put Customers First! Empower Staff! Reinforce Basics! Eliminate Barriers and Crazy